

## Checklist for Building Thought Leadership Strategy

- Define Your Goals: Understand your audience and align your goals with your company's mission.
- Review Existing Thought Leadership: Research competitors and current trends.
- Identify Your Organisation's Focus and Its Thought Leaders: Determine your unique value and internal thought leaders.
- Select a Content Management System: Choose a platform for hosting and distributing your content.
- Create an Editorial Plan and Content Marketing Strategy: Develop a comprehensive content plan.
- Publish and Manage Content: Regularly publish, promote, and monitor your content.
- Internal Marketing: Engage employees and stakeholders in your thought leadership efforts.